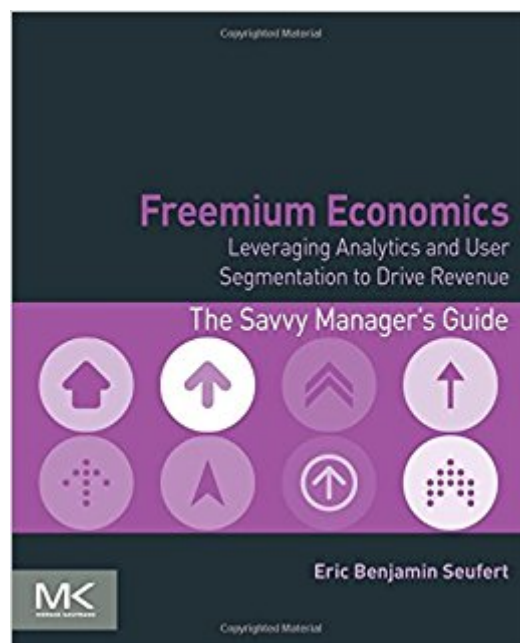




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Freemium Economics: Leveraging Analytics And User Segmentation To Drive Revenue (The Savvy Manager's Guides)



Synopsis

Freemium Economics presents a practical, instructive approach to successfully implementing the freemium model into your software products by building analytics into product design from the earliest stages of development. Your freemium product generates vast volumes of data, but using that data to maximize conversion, boost retention, and deliver revenue can be challenging if you don't fully understand the impact that small changes can have on revenue. In this book, author Eric Seufert provides clear guidelines for using data and analytics through all stages of development to optimize your implementation of the freemium model. Freemium Economics de-mystifies the freemium model through an exploration of its core, data-oriented tenets, so that you can apply it methodically rather than hoping that conversion and revenue will naturally follow product launch. By reading Freemium Economics, you will:

- Learn how to apply data science and big data principles in freemium product design and development to maximize conversion, boost retention, and deliver revenue
- Gain a broad introduction to the conceptual economic pillars of freemium and a complete understanding of the unique approaches needed to acquire users and convert them from free to paying customers
- Get practical tips and analytical guidance to successfully implement the freemium model
- Understand the metrics and infrastructure required to measure the success of a freemium product and improve it post-launch
- Includes a detailed explanation of the lifetime customer value (LCV) calculation and step-by-step instructions for implementing key performance indicators in a simple, universally-accessible tool like Excel

Book Information

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Customer Reviews

"Seufert's book provides extensive guidance on analyzing the data generated by a freemium product to boost retention and drive revenue. By collecting and deploying analytics on large amounts of data generated by users of the product, through all stages of development and usage, the author explains how you can optimize your implementation of the freemium model."--Data and Technology Today, May 27, 2014

Eric Seufert is a quantitative marketer with a passion for blending real-world problems with large amounts of data, econometric frameworks, and analytical systems. His professional specialty lies in programmatic statistical methods and predictive forecasting in freemium environments. Eric received an undergraduate degree in Finance from the University of Texas at Austin and an MA in Economics from University College London, where he was an Erasmus Mundus scholar. Eric joined Skype immediately out of graduate school and subsequently held marketing and strategy roles at Digital Chocolate and Wooga, where he is now the Head of Marketing. Prior to graduate school, Eric worked at uShip, the Austin-based marketplace for shipping services. Originally from Texas, Eric currently lives in Berlin. In his spare time, Eric enjoys traveling and writing.

I received this book yesterday morning along with two others related to the field. We're preparing a freemium release and are looking for ways to see monetization of our non-game product through the eyes of a freemium game marketer. This book gives me a deep understanding of what we need to calculate and review from a statistical standpoint in order to perform a deep analysis of our user base. It is focused on the calculation and analytical aspects. The other books spend more time on anecdotes and particular categories of advertisement/upsell/gameplay, whereas this book has comparatively few, which is fine with me. They don't really dig into analyzing the data. This book is about gathering and analyzing the data to maximize LTV (Life Time Value of the customer). The only other place I have seen the type of explanation like in this book is in the author's blog mobiledevmemo.com. The topics I found of particular interest related to measuring virality, events to be tracked for analysis, analysis spreadsheets and user segmentation. It helps if you have some background in statistics, but you can get most of the book if that's not your background. Understanding this book will help you create and take every opportunity to understand your audience enough to maximally monetize your app.

Heard about Eric's work from a colleague, checked out his website and liked his work, so I ended up buying his book. This is probably the best user acquisition/ digital marketing book out there. He covers essential topics ranging from analytics, LTV, monetization, and growth in this book. Important details are never left out, while difficult topics have been made easy to understand. Every mobile app company should have a copy of his book.

This is hands down the most comprehensive guide on how to think about monetization and analytics for freemium services, and particularly for mobile games. If you are starting out fresh, this book and a lot of Eric's other work (mobiledevmemo.com) are very recommended to understand both basic and advanced concepts within the industry.

Anyone in the mobile space should read this before they even consider building an APP. This book should be mandatory reading in any university that teaches app development

This book is extremely helpful to anyone who works in mobile gaming. I read it in order to prepare for a job as a user acquisition analyst at a popular mobile game and it gave me the knowledge and skills I needed to get hired. I know I'll be consulting this book a lot on the job.

Fantastic book about the ins and outs of a freemium gaming. A great way to gain insight into the more granular parts of the business.

This book is very dense but if you can get through the first half of the book which reads like an academic text there are some very practical pieces of information towards the end.

It is a MUST HAVE. Everyone who works in the business of freemium apps should read it. It covers all relevant topics regarding this new kind of economics. It is really practical. Specially interesting the part of how to calculate Lifetime Customer Value. The author is a specialist in this area.

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